OO-ALC
MARKET RESEARCH CENTER OF EXPERTISE

OO-ALC Market Research Process

Definitions

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Core Business Areas

The mission of the Center of Expertise is to gather, organize, analyze, and maintain market research information.

The Center of Expertise was established in response to Lightning Bolt 99-3. The primary goals of the lightning bolt, the Center of Expertise, and this site are to:

Expand the use of commercial item solutions and practices;

Support the use and conduct of price-based acquisition strategies; and

Integrate the technical, contracting, and program management functions in the conduct of market research.

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